



Indeed Sponsored Jobs

State of Vermont

Need open roles filled?

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Agenda



Job seeker journey

Identify opportunities to engage candidates at the right time



Job post performance

How other employers manage the health of a job post



Your business opportunities

The impact on your business when roles are filled quickly



Solutions to bolster your talent pool

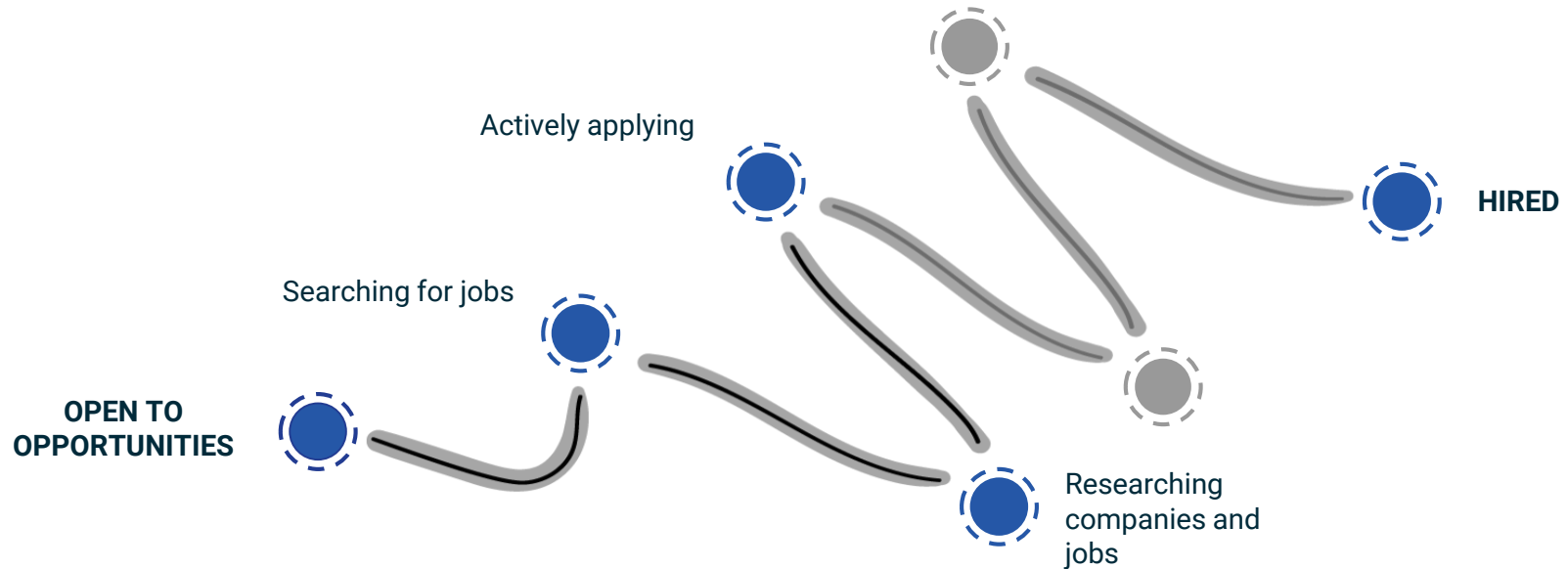
Effectively engage job seekers to find your next great hire



Next steps

Get started with your campaign enhancements

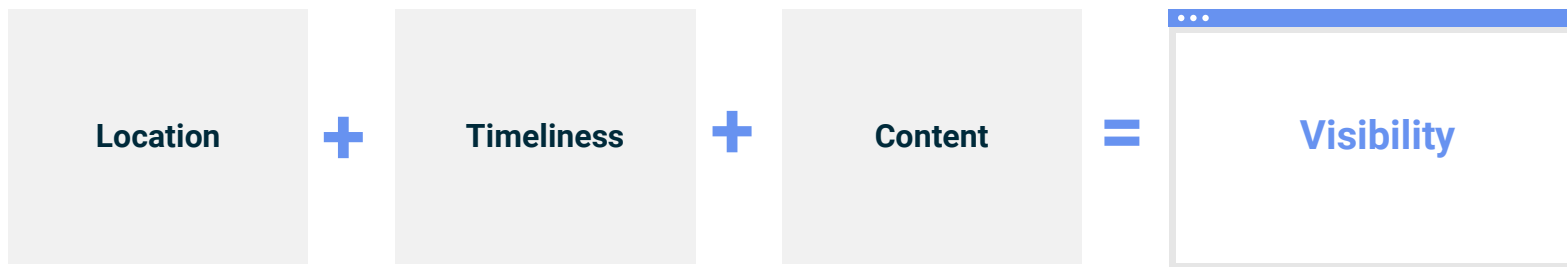
It's essential to attract candidates in the beginning of their job search



When open roles are visible to job seekers early their search, it can bring awareness to jobs that otherwise they may not have known about.



Your targeting strategy can affect the quality and quantity of applicants that engage with your job posts



By improving the visibility of your open roles and making them accessible across mobile and desktop devices, you may expand your reach to more relevant candidates



Filling roles quickly can have a big impact on your business



Save on expenses used to cover for the open role



Get time back to work on other tasks

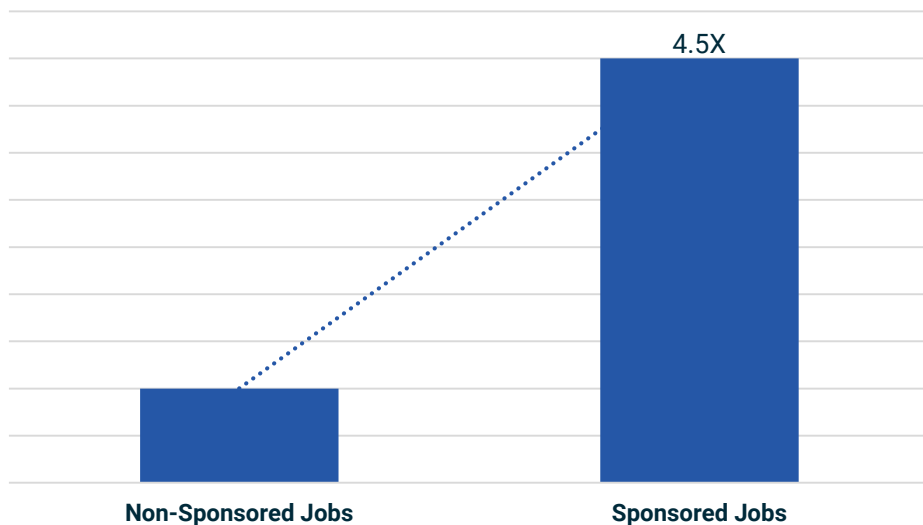


Focus on growth and expansion goals



Investing in your open roles can impact your traction with candidates

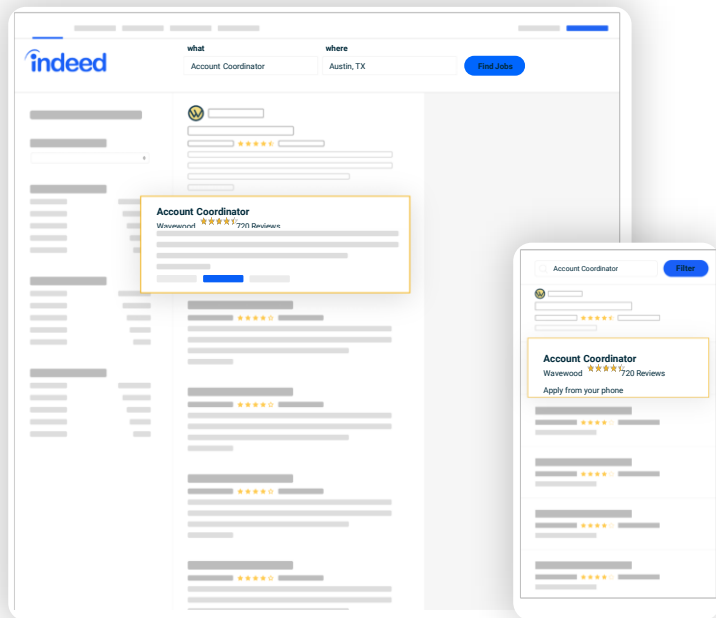
Sponsored Jobs are **4.5X** more likely to result in a hire¹



Employers who accept mobile applications receive up to **4X as many applicants**.¹



Source: ¹Indeed data (WW).



Take advantage of Indeed's unparalleled reach with Sponsored Jobs

Benefits

- Superior matching to showcase your jobs to relevant candidates at the right time
- Automated job-level optimization to wisely spend your budget on the jobs that need it most
- Only pay when job seekers engage with your jobs



Source: Actual product language, appearance and availability may vary by market.



How Sponsored Jobs can pair with your Indexed Postings



Manage job campaigns from your Indeed dashboard



Optimize job postings for mobile searches



Connect existing ATS directly to job postings



Indeed delivers more hires than other top job sites combined¹

Indeed delivers more hires than
Google

Indeed delivers more
hires than **LinkedIn**

Indeed delivers more hires
than **ZipRecruiter**



Source: ¹BreezyHR Sources of Hire Report (ZipRecruiter, LinkedIn, Facebook, Google, Glassdoor)



15 jobs are added to Indeed per second

300M+

Global monthly unique visitors
on Indeed¹

4.5X

Sponsored Jobs are 4.5X more
likely to result in a hire²

30M

Total jobs on Indeed



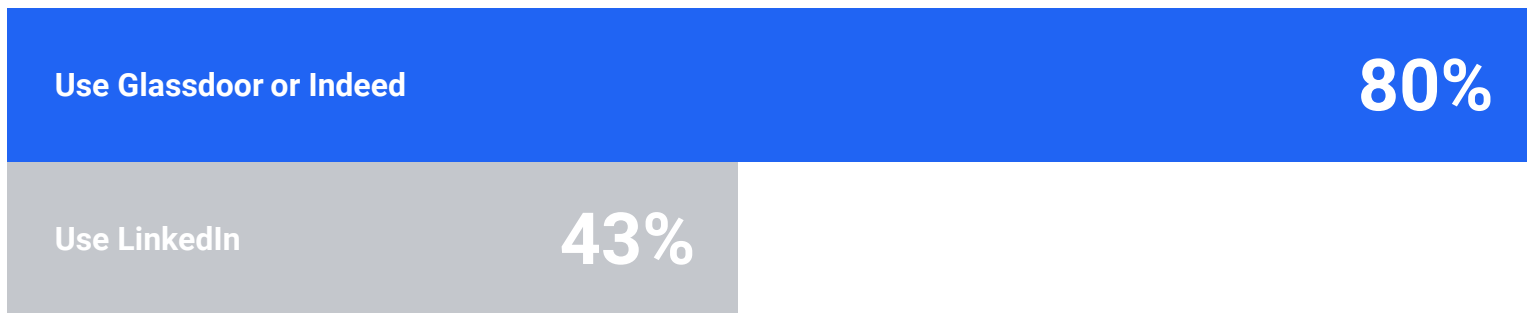
Source: ¹Indeed data, Unique Visitors, April 2022 - September 2022. ²Indeed data (Q4 2020).





Reach the most candidates.

80% of US online job seekers visit Glassdoor or Indeed.



Source: Comscore, Unique Visitors, May 2021.
Job seeker cross-visit rate set at 80% non-job seeker rate

Next Steps

- 01 Establish campaigns for job postings
- 02 Confirm budget
- 03 Contact your Indeed Representative to get started



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